

LEO BURNETT U.S.A.

a division of the american tobacco company, inc.

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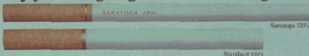
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Printed in U.S.A.

New from Philip Morris.

Saratoga 120's.

Enjoy smoking longer without smoking more.



That's the Saratoga idea.

More puffs than 100's.
Larger and slimmer than 100's
for extra smoking time and
pleasure, without smoking
more cigarettes.

Priced no more than 100's.
Rich, full-flavor cigarettes
made from fine tobaccos.

More than just a new brand.
Saratoga 120's are a whole
new idea in smoking pleasure.
Look for them in the new
120 mm crush-proof box.

Menthol and Regular.



"It's like if they invented
a garden that increased your
enjoyment at no extra cost."



16 mg "tar," 1.1 mg nicotine av. per cigarette by FTC Method.

Warning: The Surgeon General Has Determined
That Cigarette Smoking is Dangerous to Your Health.

WOMAN'S DAY



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